

THE GOWN, HAT AND HAIR



An interesting page—telling you of the extravagance of the cheap and the economy of the best

The woman's tailored Suit is a comparatively late development. The men of the family will indorse the statement that their cheap suits always prove dear. Such garments have coined such vulgarisms as "high water pants" and long created diversion in the comic sections of the newspapers. And now it is woman's turn to learn that the showy imitation of the good garment looks well only in the store window, that it is of "shoddy," thrown together, smeared over with an iron, a delusion and a snare.

But, says the woman who has to reckon her dollars: "I cannot afford to pay the price of a best Suit." It is most true, that the large and swell establishments, as well as the little specialty shops, do ask exorbitant prices.

There seems to be a gulf between the cheap store with its cheap garments and the swell store with its prohibitive prices.

There is a bridge.

On this bridge is the Palais Royal store, where best garments can be had at reasonable prices. It is only possible because of a cash business linked with a vast distribution. Here more best suits are sold than in any four little shops and more than twice as many than in any of the larger swell stores, where exclusive is often another word for freak and an exorbitant price.

With neither the cheap and vulgar imitations of the best, nor the insane versions of the "Hobble" and other freaks, The Palais Royal links the best of wearable garments with prices little more than asked for the cheap and nasty or the expensive and absurd.

For as little as **\$19.98** are garments that will outwear three of the cheap stores' cheap suits and always look infinitely better. The Palais Royal's **\$19.98** garments cost from \$25 to \$30 at the little stores and the big, swell establishments. Come tomorrow and learn of the latest moment style cheviot and rough material Suits, with 28 and 30 inch coats, lined with best Skinner satin, the skirts either gored or pleated. The tailored dresses include latest models in Broadcloth and Serge. Very charming are the Persian Silk Dresses, draped in chiffon, poems in colors. The evening dresses, of chiffon, in white, light blue, pink and lavender, are here in both women's and girls' sizes. Only **\$19.98** for choice, and a perfect fit guaranteed, all alterations being free of charge.

At **\$25.00**, **\$35.00** and **\$45.00** are the Suits, Dresses and Costumes that cost you from \$40.00 to \$75.00 at the "exclusive stores." At only **\$5.98** are the latest Velvet Blouses, with kimono sleeves and satin trimmings. At **98c**, gradually rising to **\$15.00**, is the largest collection of Waists in Washington, of linene, pure linen, silk, chiffon, marquisette, and lace, the more expensive being hand embroidered. The mourning Waists, at **\$5.00** and **\$6.50**, are exceptionally good values.

Picture Hats Made Expressly for You

The hat that costs you from \$50 to \$100 after paying the exorbitant price to the Paris Milliner and the "duty" on landing here, can be yours at a fraction of these prices. And, remember, it is made especially for you, made not only to harmonize with your dress but your individuality. Is your nose aquiline, retrousse, or Roman, the artist milliner here shapes your hat accordingly. Is your complexion dark or florid, your face round or oval—the hat is made to suit you. Tall or short, slim or stout, the hat is fashioned upon appropriately artistic lines. And note that only very best of materials are used—best of velvet, silk beaver, or plush hats, ostrich plumes that know not glue, feathers that are the birds' own, not pasted patchwork. Such materials can be used again and again; dyed they are, to all purposes, new and different. Come tomorrow, to the "French Room" and enjoy its privacy and a tete-a-tete with one of the Palais Royal's artist milliners. Especially come tomorrow, if you would profit by the following special prices:

\$7.50 instead of \$9.00 and **\$10.75** instead of \$12.00 for Bender's large Picture Hats of velvet, silk plush and Beaver, with facings of white and pink silk or black velvet.

\$8.50 instead of \$10.00 for the new soft Velour Picture Hats, in black, taupe, mustard, navy, and Beaver shade.

\$13.50 for \$15.00, **\$10.50** for \$12.00, **\$6.00** for \$8.00, **\$3.98** for \$5.00 and **\$1.08** for \$3.50 Ostrich Plumes, in black, white and colors.

\$25.00 for \$27.00, **\$10.00** for \$23.00, **\$13.50** for \$15.00, **\$10.50** for \$12.00 and **\$8.50** for \$10.00 Willow Plumes, in white, black, plain colors and new shaded effects. All hand tied.

\$2.98 for \$3.50 and **\$3.98** for \$5.00 Wings and Feathers. The largest and best specimens, one of which creates all the necessary trimming for the ultra fashionable hat.

21c instead of 25c yard for the new Ribbon, with wired edges, permanently keeping the hat bow or other arrangement in graceful lines.

Hair--At Wholesale and Retail

\$10,000 worth—probably more hair than in all other establishments in Washington combined. An absurdly great quantity if an immediate and vast distribution does not result. There is no question of doubt—because dealers will learn that prices are less than at the jobbers and because both dealers and wearers will find a variety of styles and shades so comprehensive that selections can be made with little cost of time and trouble. Prices much lower than ever have been or will be.

Switches, Heavy

20 to 36 inches long; best of Human Hair, greatest variety of shades.
\$3.00 value.....\$1.69
\$5.00 value.....\$1.98
\$7.50 value.....\$2.98
\$10.00 value.....\$3.98
\$15.00 value.....\$7.50

Cluster Puffs

Containing from 15 to 30 puffs, in all shades.
\$2.00 value.....79c
\$3.50 value.....\$1.05
\$6.00 value.....\$2.49

Curls, Sets

Two and three curls in set, in great variety of shades.
75c value.....25c
\$1.00 value.....39c

Transformations

To wear all around the head, correctly matching every shade of hair.
\$7.50 value.....\$2.98

Madam Sherry

The newest—fitting half way and all around the head.
\$10.00 value.....\$4.29
\$20.00 value.....\$9.50

Hair Rolls

The new hygienic rolls, washable; all shades.
\$1.00 value.....29c

Hair Nets

Real hair, in all shades; usually 25c each.
Three for.....25c

Gray Hair

\$10.00 Switches.....\$4.98
\$15.00 Switches.....\$5.98
\$6.00 Puffs.....\$2.88
\$8.00 Puffs.....\$3.98
\$12.00 Puffs.....\$5.49
\$12.00 Transformations.....\$5.49
50c Nets.....29c

Palais Royal **A. LISNER** **G and Eleventh**